



WPTV

ORDER

Print Date 10/31/12

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Flight Dates 10/02/12-10/08/12

Contract / Revision 312398 /

Original Date / Revision
09/26/12 10/09/12

Advertiser Murphy / Democrat / Congre

Agency Fortune Media

Buying Contact

527 Avenue B
Redondo Beach, CA 90277Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Product

Friends of Patrick Murphy

Agency Com 15%

Billing Contact

527 Avenue B
Redondo Beach, CA 90277

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 393

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Order Share 46% Market Value 109728

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	54%	59253
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	46	\$42,903.75	\$50,475.00	0.00
Totals	46	\$42,903.75	\$50,475.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/08/12	46	\$42,903.75	\$50,475.00

Hiatus Dates: 09/11/12

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	10/08/12	10/08/12	NBC Monday Prime the voice	CM	8-11p (8:00 PM-10:00 PM)	M-----	:30	1	\$3,000.00	P-1	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	M-----		1			\$3,000.00		0.00			
N 2	WPTV	10/02/12	10/08/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	1--11--	:30	3	\$475.00	P-1	0.00 NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	1--11--		3			\$475.00		0.00			
N 3	WPTV	10/02/12	10/08/12		CM	1235-0135a	1--11--	:30	3	\$175.00	P-1	0.00 NM	3	\$525.00



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Contract / Revision **312398** Flight Dates **10/02/12-10/08/12**

Hiatus Dates Hiatus Dates: 09/11/12

Original Date / Revision 09/26/12/ 10/09/12

Order Sep 00:20:00

Advertiser **Murphy / Democrat / Congr** Product **Friends of Patrick Murphy** Estimate # **393**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F 1235-135a												
				M-F 1235-135a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	1--11--					3	\$175.00		0.00				
N 4	WPTV	10/02/12	10/08/12	Tuesday Prime C Parenthood	CM	10-11p	-T-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	-T-----					1	\$1,500.00		0.00				
N 5	WPTV	10/02/12	10/08/12	NBC Wednesday Prime Presidential Debate	CM	8-11p (9:00 PM-11:00 PM)	--W----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	--W----					1	\$3,000.00		0.00				
N 6	WPTV	10/02/12	10/08/12	Thursday Prime B office/parks	CM	9-10p	---T---	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	---T---					1	\$1,500.00		0.00				
N 7	WPTV	10/02/12	10/08/12	Thursday Prime C rock center	CM	10-11p	---T---	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	---T---					1	\$1,500.00		0.00				
N 8	WPTV	10/02/12	10/08/12	Sa 1130p-1a Sa 1130p-1a	CM	1130p-1a	-----S-	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	-----S-					1	\$950.00		0.00				
N 9	WPTV	10/02/12	10/08/12	M-F 7-9a M-F 7-9a	CM	7-9a	-11----	:30	2	\$1,500.00	FX	0.00	NM	2	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	-11----					2	\$1,500.00		0.00				
N 10	WPTV	10/02/12	10/08/12	M-F 9-10a M-F 9-10a	CM	9-10a	-1-----	:30	1	\$650.00	FX	0.00	NM	1	\$650.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	-1-----					1	\$650.00		0.00				
N 11	WPTV	10/02/12	10/08/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	11111--	:30	5	\$425.00	P-1	0.00	NM	5	\$2,125.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	11111--					5	\$425.00		0.00				
N 12	WPTV	10/02/12	10/08/12	M-F 1-2p M-F 1-2p	CM	1-2p	-1-1---	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	-1-1---					2	\$350.00		0.00				
N 13	WPTV	10/02/12	10/08/12	M-F 2-3p M-F 2-3p	CM	2-3p	11-11--	:30	4	\$300.00	P-1	0.00	NM	4	\$900.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	11-11--					4	\$300.00		0.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
		1	NPTV	10/02/12-10/08/12	M-F 2-3p	2-3p	MT-ThF----	:30		\$200.00		0.00	NM			
		2	NPTV	10/02/12-10/08/12	M-F 2-3p	2-3p	MT-ThF----	:30		\$200.00		0.00	NM			
		3	NPTV	10/02/12-10/08/12	M-F 2-3p	2-3p	MT-ThF----	:30		\$200.00		0.00	NM			
N 14	WPTV	10/02/12	10/08/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	-1-1---	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				



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Contract / Revision **312398** Flight Dates **10/02/12-10/08/12**

Hiatus Dates Hiatus Dates: 09/11/12

Original Date / Revision 09/26/12/ 10/09/12

Order Sep 00:20:00

Advertiser **Murphy / Democrat / Congr** Product **Friends of Patrick Murphy** Estimate # **393**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N14	WPTV	10/02/12	10/08/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	- 1- 1- - -	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	- 1- 1- - -	2		\$600.00		0.00						
N15	WPTV	10/02/12	10/08/12	M-F 6-630p M-F 6-630p	CM	6-630p	111- - - -	:30	3	\$1,800.00	FX	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	111- - - -	3		\$1,800.00		0.00						
N16	WPTV	10/02/12	10/08/12	M-F 630-7p M-F 630-7p	CM	630-7p	- 1- - 1- -	:30	2	\$3,000.00	FX	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	- 1- - 1- -	2		\$3,000.00		0.00						
N17	WPTV	10/02/12	10/08/12	M-F 7-730p M-F 7-730p	CM	7-730p	- - 1- - - -	:30	1	\$950.00	FX	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	- - 1- - - -	1		\$950.00		0.00						
N18	WPTV	10/02/12	10/08/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11- 1- - -	:30	3	\$1,400.00	FX	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	11- 1- - -	3		\$1,400.00		0.00						
N19	WPTV	10/02/12	10/08/12	Tuesday Prime A the voice	CM	8-9p	- 1- - - - -	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	- 1- - - - -	1		\$3,000.00		0.00						
N20	WPTV	10/02/12	10/08/12	Friday Prime A grimm	CM	8-9p	- - - - 1- -	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	- - - - 1- -	1		\$1,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WPTV	10/02/12-10/08/12		Friday Prime A	8-9p		- - - - - F- - - -	:30	(\$1,200.00)	0.00	NM				
See MG 20.2															
2	NPTV	10/02/12-10/08/12		Friday Prime A	8-9p		- - - - - F- - - -	:30	\$1,200.00	0.00	NM				
Ⓜ MG for 20.1 10/05															
[pgm change from Grimm to The Voice]															
N21	WPTV	10/02/12	10/08/12	Friday Prime B gtrimm	CM	9-10p	- - - - 1- -	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	- - - - 1- -	1		\$1,200.00		0.00						
N22	WPTV	10/02/12	10/08/12	Sa 7-8a Sa 7-8a	CM	7-8a	- - - - - S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	- - - - - S-	1		\$600.00		0.00						
N23	WPTV	10/02/12	10/08/12	Sa 8-10a Sa 8-10a	CM	8-10a	- - - - - S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	- - - - - S-	1		\$850.00		0.00						
N24	WPTV	10/02/12	10/08/12	Sa 6p Sa 6p	CM	6-630p	- - - - - S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/02/12	10/08/12	- - - - - S-	1		\$850.00		0.00						
N25	WPTV	10/02/12	10/08/12		CM	6-630p	- - - - - S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00



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Contract / Revision **312398** Flight Dates **10/02/12-10/08/12**

Hiatus Dates Hiatus Dates: 09/11/12

Original Date / Revision 09/26/12/ 10/09/12

Order Sep 00:20:00

Advertiser **Murphy / Democrat / Congr** Product **Friends of Patrick Murphy** Estimate # **393**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
				Su 6p											
				Su 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	-----S					1	\$850.00		0.00			
N26	WPTV	10/02/12	10/08/12	Su 8-9a	CM	8-9a	-----S	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
				Su 8-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	-----S					1	\$900.00		0.00			
N27	WPTV	10/02/12	10/08/12	Su 9-10a	CM	9-10a	-----S	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
				Su 9-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	-----S					1	\$2,500.00		0.00			
													Totals	46	\$50,475.00